



COUNTY OF SAN DIEGO

Great Government Through the General Management System – Quality, Timeliness, Value
DEPARTMENT OF HUMAN RESOURCES

CLASS SPECIFICATION

CLASSIFIED

GRAPHIC DESIGNER

Class No. 003816

■ CLASSIFICATION PURPOSE

To plan, direct, develop, and design artwork for Countywide visual communication media; to create artwork concepts and media objectives for the County Television Network; and to perform related work as required.

■ DISTINGUISHING CHARACTERISTICS

Graphic Designer is a one-position professional class allocated only to the Department of Media and Public Relations. It is distinguished from Graphic Supervisor, in that the latter class supervises and executes work of a more technical drawing nature, and requires specific technical drawing skills. Graphic Designer is distinguished from Graphic Design Specialist in that the former class is responsible for creating and overseeing artwork concepts for the County's Media and Public Relations Department and Television Network, whereas the latter class is responsible for formulating artwork concepts using various media.

■ FUNCTIONS

The examples of functions listed in the class specification are representative but not necessarily exhaustive or descriptive of any one position in the class. Management is not precluded from assigning other related functions not listed herein if such duties are a logical assignment for the position.

Essential Functions:

1. Formulates concepts and executes layout designs for artwork and copy for the Chief Administrative Office, Board of Supervisors, and County departments.
2. Provides graphic design services and consultation during the development and production of annual reports, cover designs, books, brochures, publications, television layouts, displays, logos, and certificates.
3. Coordinates activities with employees regarding quality control, project budget, background information, objectives, presentation approaches, styles, techniques, and related production factors.
4. Researches, selects, and secures outside vendors.
5. Schedules and oversees the types and quality of vendor-provided services, such as photography, design, production, display, or other types of visual communications, in accordance with contract provisions.
6. Provides creative direction for the Web Application Group in regard to the development and implementation of Internet/Intranet design according to policy.
7. Schedules and directs photographic sessions for executive portraits, annual reports, and other county publications.
8. Provides responsive, high quality service to County employees, representatives of outside agencies and members of the public by providing accurate, complete and up-to-date information, in a courteous, efficient and timely manner.

■ KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Graphic design principles, concepts and layout techniques.
- Art media tools, methods, and techniques as applied to newspapers, television, print and website formats, and computer graphics.
- Advanced level application and use of computer programs including graphic arts/design, presentation, and word processing.
- Policies and procedures of the Department of Media and Public Relations.
- Media concepts authorized by the County.
- Directives of the San Diego County Television Network.
- Operation and use of scanning devices and printers.

- Operation and use of modern photography equipment including digital and manual 35-millimeter cameras, lenses, tripods, and associated equipment.
- Photo production and reproduction methods and techniques including enlargements, formatting, touch-ups, and restoration.
- Methods and techniques of broadcast systems that display graphics during television broadcasts on the air.
- Telephone, office, and online etiquette.
- County customer service objectives and strategies

Skills and Abilities to:

- Pay close attention to detail when planning, directing, developing, and designing artwork for visual communications media.
- Analyze requests, determine appropriate media, and recommend and/or develop appropriate work products.
- Use, maintain, and upgrade computer software and hardware, printers, scanners and camera equipment.
- Effectively schedule and coordinate work and accomplish objectives in collaboration with employees, representatives of contracted agencies, or representatives of outside agencies.
- Organize and prioritize work using multi-tasking techniques.
- Oversee the types and quality of services provided by contracted persons or agencies such as photographers.
- Exercise appropriate judgment in answering questions and releasing information; analyze and project consequences of decisions and/or recommendations.
- Maintain the confidentiality of issues and materials that may be sensitive in nature.
- Communicate effectively verbally and in writing.
- Safely operate and use personal computers, printers, scanners, photographic reproduction materials, chemicals, and modern office equipment.
- Establish effective working relationships with management, employees, employee representatives and the public representing diverse cultures and backgrounds.
- Treat County employees, contractors, representatives of outside agencies, and members of the public with courtesy and respect.
- Assess the customer's immediate needs and ensure customer's receipt of needed services through personal service or referral.

■ EDUCATION/EXPERIENCE

Education, training, and/or experience that demonstrate possession of the knowledge, skills and abilities listed above. An example of qualifying education/experience is: a degree in graphic arts from a recognized college or technical school AND two (2) years of professional graphic arts, advertising, layout, and/or design experience.

■ ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the classification. Reasonable accommodation may be made to enable an individual with qualified disabilities to perform the essential functions of a job, on a case-by-case basis.

Continuous upward and downward flexion of the neck. Frequent: sitting and repetitive use of hands to operate computers, printers, copiers, telephones, and graphic arts tools and equipment. Occasional: walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, simple grasping and pushing and pulling; reaching above and below shoulder level, and lifting and carrying equipment weighing up to 40 pounds.

■ SPECIAL NOTES, LICENSES, OR REQUIREMENTS

License

A valid California class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment, or the ability to arrange necessary and timely transportation for travel. Employees in this class may be required to use their own vehicle.

Registration/Certification

None required.

Working Conditions

The primary work place is in an office environment, although work occasionally involves traveling to locations within and outside of the county. Work involves frequent exposure to computer screens and television monitors. Work involves frequent exposure to sharp edges such as matte cutters, or exacto knives, and spray adhesives.

Background Investigation

Must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates will be subject to a background investigation.

Probation Period

Incumbents appointed to permanent positions in this class shall serve a probationary period of six months (Civil Service Rule 4.2.5).

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